

“Vendor T”

Customer Research Report

Table of Contents

Methodology	2
Demographics	2
Quantitative Assessments	3
PRICE, PURCHASE, PRODUCT FEEDBACK.....	3
NET PROMOTER SCORE	3
Qualitative Analysis.....	4
CORPORATE IDENTITY.....	4
PRIMARY REASON LOOKING FOR A SOLUTION	5
BUYING EXPERIENCE	5
SELECTION INFORMATION	7
PRICING	7
PRODUCT PERCEPTION	7
PRODUCT BRAND NAME.....	9
AWARENESS OF OTHER PRODUCTS.....	9
UNMET NEEDS	10